

SACRAMENTO COUNTY OFFICE OF EDUCATION

CLASSIFICATION TITLE: Multimedia Design Specialist -- Internet and Media Services

DEFINITION

Under general direction, designs, develops, maintains and produces a variety of educational Web sites, multimedia, graphics, animation, and audio and video production to support client and program needs; performs related duties as required.

DIRECTLY RESPONSIBLE TO

Appropriate department administrator.

SUPERVISION OVER

None; however, may provide technical direction to other staff.

DUTIES AND RESPONSIBILITIES (Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks which may be found in positions within this classification.)

Web Application Development/Design

Designs and develops multimedia-based layouts, graphics, animation, video, sound and/or content for clients' use in presentations, video productions, multimedia programs, online tutorials, websites, CDs, DVDs, and other electronic media; works with clients and project team to review and recommend design options, functionality, and programming needs; designs Web interfaces; develops layout design and concept, selects and secures appropriate illustrative materials to be used; writes complex application code to create engaging animations using Flash; maintains and updates Web sites; ensures consistency, accuracy and compliance with required standards; conducts cross-platform testing with common browsers and Internet connection speeds.

Graphic Design/Print Materials

Prepares and provides print-based flyers, logos, programs, training materials, newsletters, packaging, and other print documents using professional page layout and graphic design software; composes, edits, and proofreads copy for accuracy, grammar, punctuation, consistency, and formatting; consults with SCOE and commercial printers regarding format and print specifications.

Web-based Video/Audio Production

Performs technical duties in the production of Web-based video and audio projects, CDs/DVDs, video streaming, and other field and studio video and audio productions; runs audio board during live webcasts; records, edits and uploads voiceover files; manages media bandwidth to stream video for optimum distribution in online products; operates non-linear video and audio editing equipment including edit controllers, video cameras, hard disk video recorders, digital video storage devices, and audio mixers; edits special effects, composition, and design of video and audio productions; edits and manipulates photos; maintains and organizes production file archives.

Technical Support

Provides technical consultation to staff and customers; researches new technology and trends; troubleshoots, tests, and analyzes technical problems and determines solution; makes recommendations to department for upgraded hardware, software and other technical equipment purchases.

MINIMUM QUALIFICATIONS

Education

Any combination of education and training which demonstrates the ability to perform the duties and responsibilities as described. Advanced coursework in multimedia, graphic design, and Web design is desirable.

Training and Experience

Progressively responsible experience in the conceptualization, design, and production of animation, graphics, web and print materials; experience in a non-linear video and audio editing/production and/or Web development environment.

Knowledge of:

Hypertext Markup Language (HTML), integrating JavaScript, CSS (Cascading Style Sheets); color theory, layout and graphic design principles, fontography, typography; principles and operation of the Internet; advanced video streaming and animation techniques; anomalies of various Web browsers and operating systems; Federal Accessibility standards and W3C code validation; audio/visual equipment; Actionscript, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, After Effects, Acrobat Professional), File Transfer Protocol (FTP) applications, Microsoft Office, video and audio editing software including Final Cut Studio (Final Cut Pro, DVD Studio Pro, Motion, Compressor), iMovie, GarageBand, Sorenson Squeeze, iTunes, Pro Tools, QuickTime Pro, and preparing files for QuickTime Streaming Server (QTSS), and Common Gateway Interface (CGI).

Skill and Ability to:

Operate a variety of computer platforms and operating systems including Mac OS and Windows; operate peripheral equipment including printers, CD and DVD burners and duplicators, scanners, audio recording equipment, and digital projectors; perform artistic and technical work to develop professional high-quality Web applications; creatively translate abstract concepts into effective visual form in a variety of media; adapt graphics to fit needs of clients and target audience; utilize state of the art production tools to design, edit, and produce video, audio, and graphic materials; communicate effectively in both oral and written form; compose and edit written materials; explain technical concepts in non-technical terms to staff and customers; research and learn new software and adapt to changes in technology; prioritize, organize, and schedule work assignments and projects; work individually on multiple projects in a deadline-driven environment; establish and maintain cooperative working relationships with those contacted during the course of work.

Revisions approved by Personnel Commission 8/16/11

Former title: Multi-Media Design Specialist

Revisions approved by Personnel Commission 11/12/08

Former title: Web Developer

Revisions approved by Personnel Commission 4/19/05

Revisions approved by Personnel Commission 12/10/98

Former title: Computer Graphics Specialist